WHAT IS CLAIMED IS:

1. An evaporative cooler comprising:

a housing having a top, a bottom, a front panel, a rear panel and a first and second side extending between the front and rear panels;

at least one media cabinet being movable in and out of an area defined by the top, bottom, front and rear panels, the media cabinet having a longitudinal axis extending between the top and bottom

a rigid media being removably received in the media cabinet along the longitudinal axis.

2. The apparatus of claim 1, wherein the media cabinet includes a bottom panel, a front wall and a rear wall having an inner edge and an outer edge, a side wall extending between the front and rear walls proximate the outer edge.

3. The apparatus of claim 2, wherein the media cabinet includes a pair of flanges extending from the inner edges of the front and rear wall respectively toward one another.

4. The apparatus of claim 3, wherein the rigid media is located between the pair of flanges and the side wall in an in-use position.

5. The apparatus of claim 4, wherein the rigid media is supported by the bottom panel in the in-use position.

6. The apparatus of claim 4, wherein the media cabinet is pivotally coupled to the housing allowing the media cabinet to pivot outward of the housing between a vertical position to a non-vertical position.

7. The apparatus of claim 4, wherein the media cabinet is pivotally coupled to the housing proximate a bottom region of the media cabinet along an axis perpendicular to the front and rear walls of the housing.

8. The apparatus of claim 6, wherein the media cabinet includes a support leg extending from the bottom panel, the support leg being configured to rest upon a base panel of the housing to at least partially support the media cabinet.

9. The apparatus of claim 7, wherein the housing includes a removable top portion to provide access to the rigid media in a vertical position.

10. The apparatus of claim 1, wherein the media cabinet includes a side panel having at least one opening configured to allow air to enter therethrough.

11. An evaporative cooler comprising:

a housing including a front panel and an opposing rear panel configured to be attached to a building structure, the housing further including a first and second side extending between the front and rear panels;

a blower located within the housing;

a first and second evaporative media pad proximate the first and second sides of the housing respectively;

a water distribution system including a water pump configured to pump water to at least one nozzle located above the media pads to permit water to flow downwards through the pads; and

a first and second media cabinet coupled to the housing and movable from a vertical in-use position to a non-vertical position, the first

and second evaporative media pads being removably received in the first and second media cabinets respectively.

12. The apparatus of claim 11, wherein each media cabinet is pivotally coupled to the housing allowing each media cabinet to pivot outward of the housing between a vertical position to a non-vertical position.

13. The apparatus of claim 11, wherein the first and second media pads are rigid media pads.

14. The apparatus of claim 13, wherein each media cabinet includes a side wall facing outward, a front wall and a rear wall.

15. The apparatus of claim 14, wherein each media cabinet includes a pair of flanges extending inwardly distal the first and second sides of the housing respectively.

16. The apparatus of claim 15, wherein in an in-use position, the rigid media pads are located between the pair of flanges and the side wall.

17. An evaporative cooler comprising:

a housing, a blower, an evaporative media, and a media wetting system;

a media cabinet including a front wall and a rear wall having an inner edge and an outer edge, a side inlet wall extending between the outer edges of the front and rear walls, and a first and second flange extending inwardly toward one another from the front and rear walls respectively;

wherein, a cavity region is defined by the front and rear walls and the first and second flanges and the side inlet wall to support the media pad in a vertical in-use position;

a pivot about which the orientation of the media can be changed from a vertical to a non-vertical position.

18. The apparatus of claim 17, wherein the media pad is rigid.

19. The apparatus of claim 18, wherein the media cabinet is pivotally coupled to the housing allowing the media cabinet to pivot outward of the housing between a vertical position to a non-vertical position.

20. The apparatus of claim 19, wherein the media cabinet is pivotally coupled to the housing proximate a bottom region of the media cabinet along an axis perpendicular to a front and rear panel of the cooler housing.